



Location: Sunnyvale, CA | No. of Employees: 255 | Industry: Computer Software



Challenge

Due to outdated firmographics:

- Accounts don't fit ideal customer profiles (ICPs) so reps go after the wrong accounts
- Inaccurate and inequitable books create lack of focus for reps and re-work for SOps



Solution

Used Sales Insights up-to-date firmographic data such as company size and HQ location to redefine segments based on ICPs and equitably carve rep books



Results

- Reps hit the ground running sooner because territory plan was created ahead of schedule
- Sales Org is more confident in their ability to hit sales targets that are backed by data



“With LinkedIn Sales Insights, we were able to make data-driven decisions on territory planning with confidence and can now focus on executing against it. It's been a game-changer and enabler for Sales to hit the ground running.”

Rosalyn Santa Elena | Head of Revenue Operations, Clari